ABSTRACT OF THE DISCLOSURE

The specification discloses a computer program and computer-based system and method for interrogating a user and generating a result, for example a report, custom video presentation, web-site presentation, etc., based upon the user's interrogatory answers. The computer program comprises a computer-readable memory device encoded with a database comprising a plurality of predefined questions and associated, predefined answers, wherein the plurality of questions and answers are organized in a predefined relationship between a pre-designated starting question and one or more ending questions to thereby define a plurality of possible logical interrogatory paths through the database, and wherein further the selection of any one of the plurality of possible logical paths is user-answer-dependent; a computer-readable memory device encoded with a user interface for displaying questions from the database and accepting answers from a user; and a computer-readable memory device encoded with an engine operative to present questions from the database to the user interface, and to navigate one of the plurality of possible logical interrogatory paths through the database as dictated by a user's answers to the questions presented at the user interface.